CAPTURING ADVERTISING REQUESTS FROM A USER

ABSTRACT OF THE DISCLOSURE

A system in which a user accessing a web environment can request advertising information without leaving the currently displayed web page. A server is communicatively coupled to a client device, such as a personal computer, and is configured to communicate content to the client device for display to the user. The content includes media, such as a web-based interactive game, an advertisement and an input area for requesting advertising information. One or more software modules executing in an operating environment provided by the server are configured to receive input from the client device when a user interacts with the media, such as taking a turn in the interactive game. The software modules communicate advertising information to the user, such as sending an email message, based on the received input, thereby allowing the user to request advertising information without interrupting his or her interaction with the currently displayed media.